

(Continued from previous page)

Great, it is said, never washed his face. Instead, he dabbed red paint on his cheeks to make them appear healthy and clean.

When Edison was invited out to dinner he either took along with him the food he wanted to eat, or he ate what he wanted before leaving his house. The poet Shelley frequently read 16 hours a day—and preferred standing while doing so. Dante once sat down in the street and read a book for three hours, quite oblivious to the fact that there was a festival going on about him.

I suppose they all "got away" with their eccentricities because they were great people. If any of us indulged in such practices we would be considered definitely "queer."

But many people have been called queer who have introduced something new. If that is so let us be thankful for those "queer" people, for they have contributed greatly to the progress of mankind.

Just recently I read of some inventions which must have earned for their inventors the epitaph of cranks. An air-conditioned bed, asbestos-lined and with a knob at the head to control the temperature. This new bed keeps a person warm in winter and cool in summer. An air-cushion under the sleeper, and a new form of air-blanket over him does the trick. These beds were designed specially for use in hotels and large establishments.

Then there is rubber furniture, which can be deflated for storage purposes. A mousetrap which lassos the mice. An ingenious rat-trap which shoots a dart through the unlucky rodent. An automatic paper-hanger, which measures, pastes, and places the paper on walls and ceilings. An inflated, shock-absorbing boxing glove. An umbrella which can be strapped to the head, leaving the hands free (hardly suitable for windy Wellington. We'd be losing our heads—along with our hats!) Perfumed matches. A shaving brush that furnishes its own hot water from a tiny alcohol burner concealed in the handle.

So living has become smoother and easier. A blessing on all such "cranks." They are contributing something to the world—and they can afford to laugh at petty jibes.

Yours cordially,

*Synthia*

## AUNT DAISY'S TRIP TO WANGANUI

AUNT DAISY is becoming well known in Wanganui. Some months ago she paid a personal visit in connection with the apple pie contest, and the other day she dropped in to help Wanganui people with their quota of the £1,000,000 drive for patriotic funds.

It was a most successful trip, and even at Aramoho Junction there were many women gathered to welcome her. At Wanganui, where there was another big crowd, Aunt Daisy and her party were welcomed by the Mayor, the Hon. H. Rogers, M.L.C., and the town clerk.

Occasion of the day was the patriotic singing at the Opera House, for which a big and enthusiastic audience turned up.

A novelty was a cooking competition on the stage, everything cooked being subsequently auctioned.

The following morning was given over to the Wanganui branch of the Happiness Club. The branch, according to Aunt Daisy, is a model one, and is doing fine work.

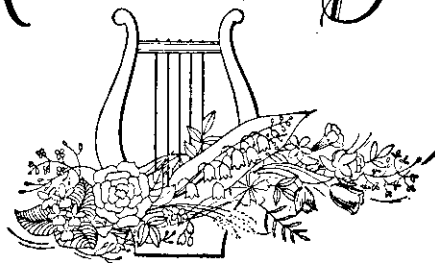
EA CLARK'S

*Extra Strong*

# MINERS COUGH CURE

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COUGHS, COLDS,  
ASTHMA, BRONCHITIS, ETC.

## RHYTHM OF BEAUTY



### MAKING UP FOR DAY

*"A gay rhythm . . . a fresh modishness with distinction emphasised in colour, line and style . . . these should be your aim for day-time make-up."*

Ah! Those early mornings for the average home and office woman or girl! So few of us leap willingly to the mat with an eager welcome for the day ahead, and a feeling of inner harmony. Is life too demanding these days? The fact remains that few of us can face the day without an aid to any gifts Nature may have bestowed upon us. So—up! and into the bath! It's well worth ten minutes less in the blankets . . . and a habit that, once formed . . . simply can't be done without . . . whether cold, warm, or hot (the last followed by a cold splash over shoulders and face, of course.)

A quick splash, and a quick vigorous rub down gives life a different aspect. Friction the face, too, after a warm sponge with a soft towel followed by a cold splash to close the pores. If the face has been thoroughly cleansed before retiring, this is the ideal way to tone up the skin and give it the glow of health—unless you are one of those people who prefer cream as a cleanser.

Now for your make-up . . . and remember, if you dress in harmonious schemes of colour that are like a background to your personality, you can acquire and keep a day make-up without varying it during a season, but if you are a person of contrasts and like vivid, surprising effects, then be careful! You'll find that a definite study of shades of rouge, powder and lipstick must be made to tone with and emphasise these effects. For instance—you can't possibly dash out in an orange and black effect with lips that were meant to blend exquisitely with a grey and prune ensemble . . . So . . . be careful!

Now you're ready and waiting for the day's make-up . . . and time is flying!

Use *Etude Complexion Milk* first . . . though not every morning unless your skin is in a bad state. This is really a liquid skin food which penetrates the pores. Apply with a little pad of cotton wool, and pat, not rub, in gently, commencing at the base of the neck and working upwards to the forehead. Your skin will be beautifully cool, fresh and soft.

If you have been in the sun and wind, use also *Etude Skin Tonic*, dabbing in a little with cotton wool. This stimulates the circulation, strengthens the nerves and tones up the tissues and will also help to close the pores. Now you are ready for an even, careful application of *Etude Foundation Base*, or, if your skin is dry, use *Etude Vanishing Cream* as this will give the necessary softening oil for a dry skin, and is a delightfully protective foundation for your powder.

If your skin is oily, *Etude Foundation Base* will help you to keep fresh during the day. Especially if engaged in physical work that causes overheating, or for use in athletics, you will appreciate the long-lasting and soft matt effect maintained. Four shades are available, *Naturelle*, *Ocre Rose*, *Rachel* and *Rachel Nacre*. If *Rouge* suits you—then give an aid to nature. If not . . . then spare her! *Rouge* should look natural—and beauty be enhanced, not devastated by crude contrast. Apply *Etude Rouge*, which is in nine exquisite shades, with a delicate fastidiousness. Remember that most rouge becomes emphasised when on your skin for a little while, so use it sparingly in the softer, morning light of your room and remember that you must face the hard light of day!

"The Open Sesame to Beauty," offered at the end of this article, contains a care-

fully drawn up colour chart for guidance. You are now ready for the film of powder that is so becoming. *Etude Face Powder* is air-spun, and of a perfect texture. Forced through fine silk by air pressure, its fineness and evenness is a joy to use. Only highly priced French perfumes are used, so subtle and exquisite that they will never clash with any other perfume you use. Always brush off lightly with a powder brush. Six lovely shades are obtainable in *Etude Face Powder*.

And so, you are ready, with the skill acquired by practice and the scientific help of *Etude* research experts. Each *Etude* beauty requisite is designed to help you to protect and enhance your natural gifts of charm . . . and it is only by trusting your skin to quality, purity and scientifically evolved beauty products that you can retain that desire of all women . . . a lovely skin.

### How to Buy Etude

The *Etude* Beauty Preparations mentioned in this article are, *Etude Complexion Milk* 3/6, *Etude Skin Tonic* 4/6, *Etude Vanishing Cream* 3/6, *Etude Foundation Base* 5/6, *Etude Rouge* 2/9, *Etude Face Powder* 3/6, *Etude Lipstick* 3/6.

All leading chemists and stores stock *Etude* Beauty Preparations, but if you have any difficulty in obtaining them write to *Etude 'D'*, P.O. Box 671, Wellington, N.Z., enclosing your order and remittance and you will receive your *Etude* by return mail. A copy of the booklet "The Open Sesame to Beauty" by the *Etude* Beauty Specialist, will be forwarded to you FREE with your order.

Watch for next *Etude* article on "Night-time Beauty Care."